

NetChoice *Promoting Convenience, Choice, and Commerce on The Net*

Carl M. Szabo, Senior Policy Counsel
1401 K St NW, Suite 502
Washington, DC 20005
202-420-7485
www.netchoice.org



Sen. Kwame Raoul, Chair
Judiciary Committee
Illinois Legislature

March 15, 2017

RE: Opposition to SB 1502, The right to know act

Dear Chairman Raoul and members of the committee:

We respectfully ask that you not pass SB 1502.

We fully believe in transparency for data collection. However, SB 1502 will shift money from the pockets of Illinois's small businesses to attorneys – with negligible benefit to Illinois consumers.

SB 1502 imposes strict notice requirements on Illinois small businesses to draft thorough privacy policy notices and redesign their websites and operations. This usually requires a "privacy impact assessment" which can cost thousands of dollars in legal fees.

Take for example Metropolis Coffee Café in Chicago. This "Best Coffee Shop in Chicago" sells their coffee online and operates on several social media platforms. They also offer the customers the ability to join a mailing list to learn about upcoming events.

This is the type of Illinois business that is subjected to the burdens of SB 1502 as they collect consumer email and mailing addresses.

This small business would need to spend thousands of dollars to come into compliance with the requirements of SB 1502. This is not the types of burdens that we should place on Illinois's small businesses.



At the same time, the requirements of SB 1502 will provide negligible benefits to Illinois consumers. In the 13 years since California passed a similar law, the number of consumer information requests remains low.

Online businesses continue to develop new and better ways to notify consumers such as just-in-time notice.

We ask that you not pass SB 1502 and avoid foisting new burdens on Illinois's businesses.

Thank you for considering our views and please let me know if we can provide further information.

Sincerely,

Carl M. Szabo
Senior Policy Counsel, NetChoice

NetChoice is trade association of leading e-commerce and online businesses. www.NetChoice.org